CSSE Advocacy Board

LOG MOD COMM PLAN

Logistics Modernization

Communications Campaigning

Delivering Messages, Strategies & Themes

To the Warfighter

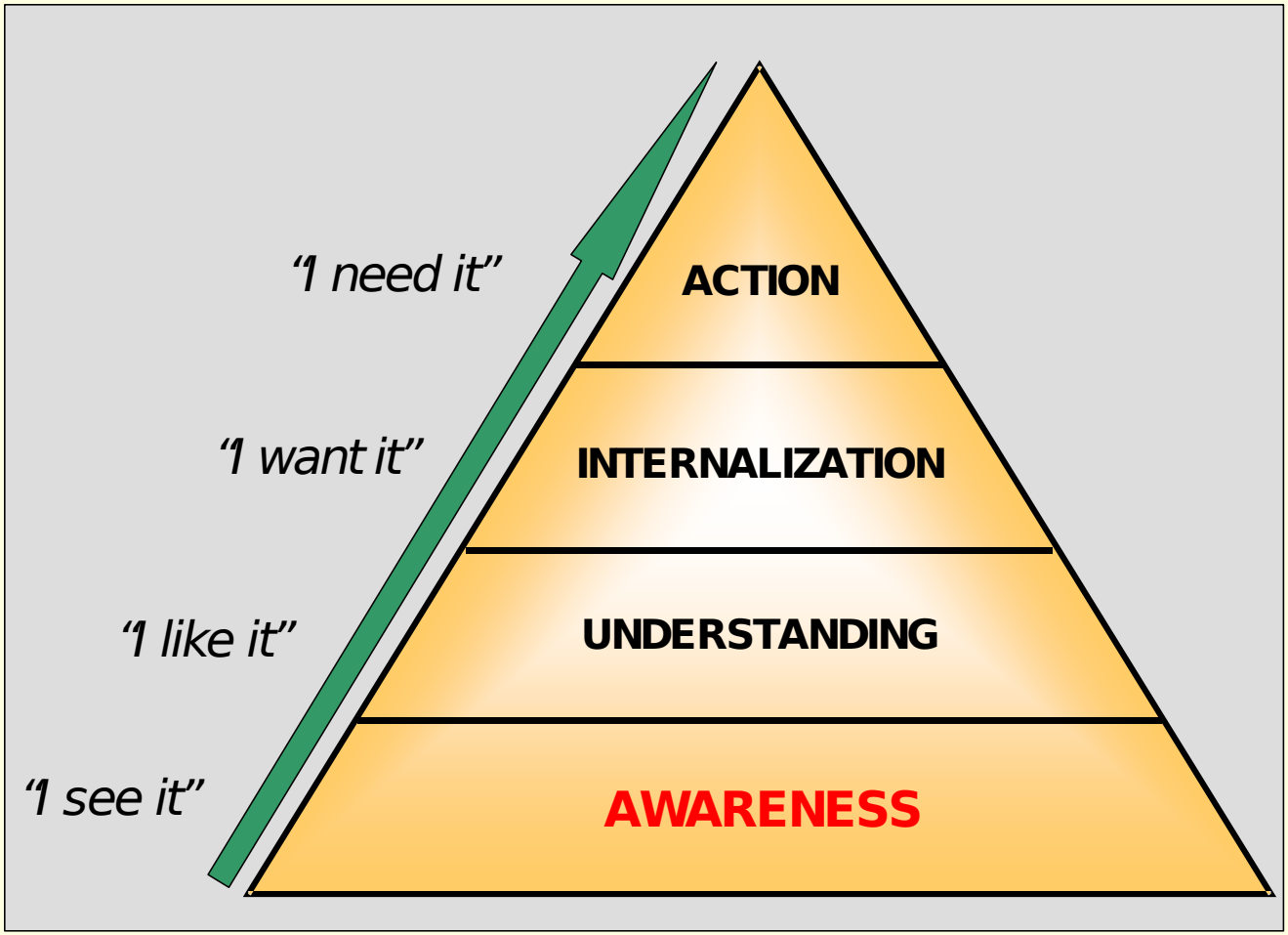
AGENDA

- Introduction
- Where We Are
- Near-Term Plan
- Road Ahead
- Summary

INTRODUCTION

- Communications campaigning is key to the LM story
- Completed comprehensive Communications Plan June 2004
  - Identified key audiences, messages, and tools and tactics
  - Emphasized clear, concise and consistent messages targeting tactical users
- DC I&L accepted plan and rapidly move to campaign phase

COMMUNICATIONS PYRAMID



The objective is to build a wide base of awareness that will evolve to the critical core group necessary to drive action.

CURRENT STATE

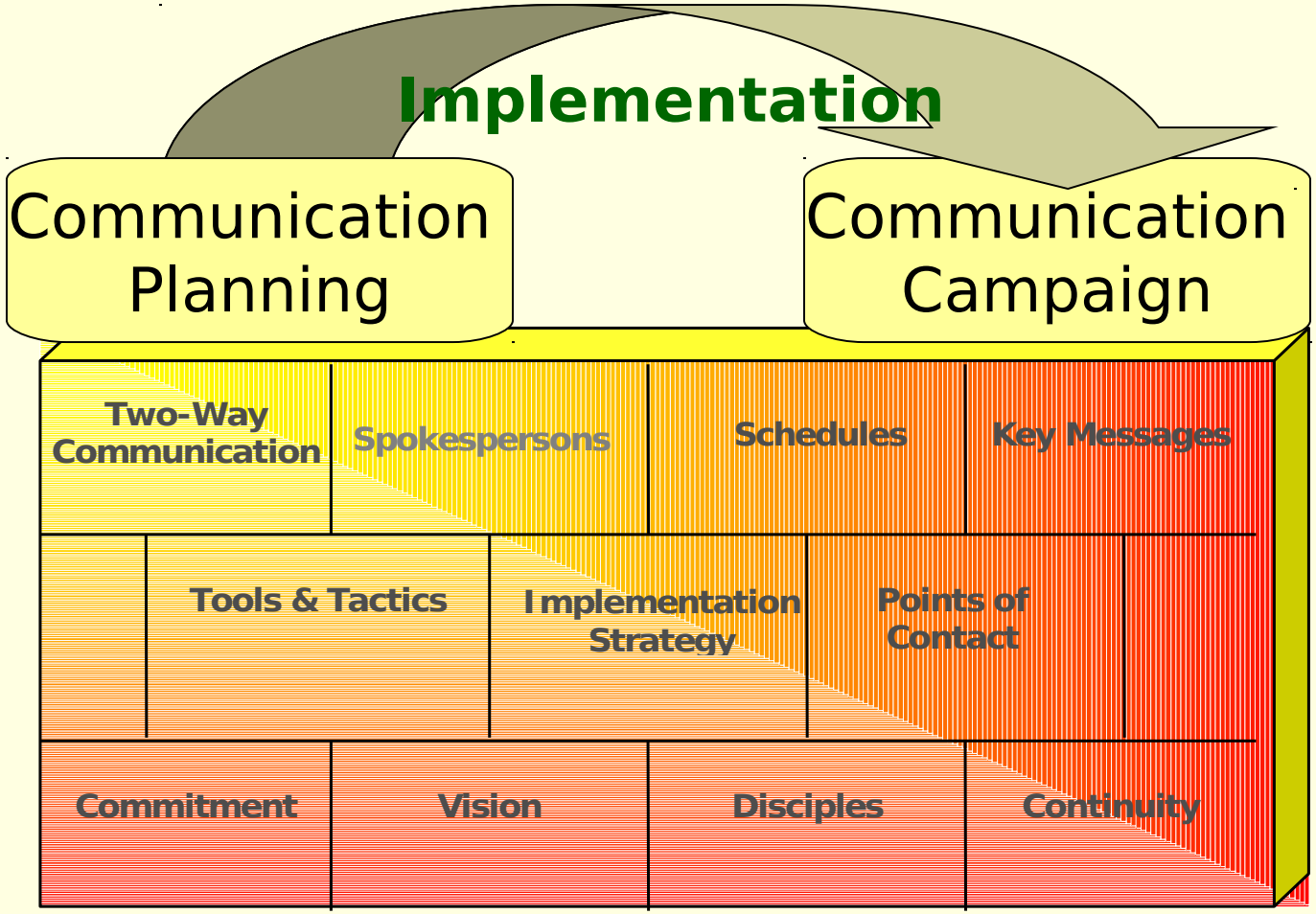
- Conducted industry search for additional resources
- Hired experienced Communications Director and Webmaster
- Provided SME support (Plan Developers)
- Transitioned website to Marine Corps network
- Launched plans for LM video
- Organized kickoff meeting
- Developed plan of attack for reaching tactical audiences
- Campaigning work began December 12, 2004

NEAR-TERM PLAN

- Launch campaign activities to reach tactical level
- Organize messages, themes, tools and tactics to support overall LM strategy
- Produce actionable products that generate interest and provide understanding of LM
- Educate LM *Disciples* to deliver program messages to the warfighters

Desired result is to deliver consistent, believable messages that describe the new logistics business framework.

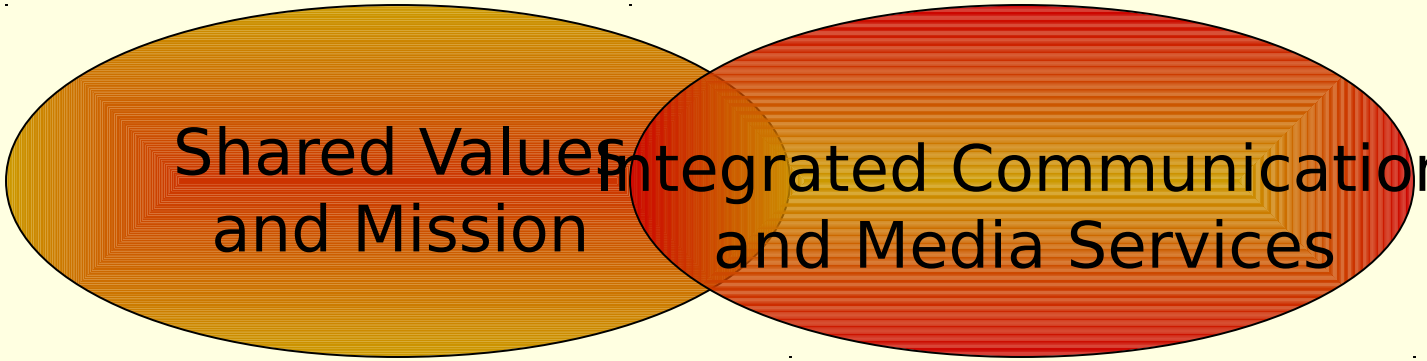
ROAD AHEAD


Implementation
Communication Planning
Communication Campaign
Two-Way Communication
Spokespersons
Schedules
Key Messages
Tools & Tactics
Implementation Strategy
Points of Contact
Commitment
Vision
Disciples
Continuity

SUMMARY

Communications Campaigning

Provides the Critical Link



The goal is to link the organizational values with the practices and strategies that motivate action.